

Amendments to the Specification:

Please replace paragraph [0026] with the following amended paragraph:

[0026] Remote controller 122 is a control device for a user to provide inputs (e.g., infrared (IR) or radio frequency (RF) signals) to set-top box 106 and/or TV 104. Remote controller 122 can include alphanumeric keys, options keys, functions keys, and other like keys to operate set-top box 106 or TV 104. In one embodiment, a user can interact with Internet advertising content 112 using remote controller 122. [[n]] In particular, a user can access and navigate through set-top browser 108 on TV 104 by pressing selectively certain buttons or keys on remote controller 122. Interactive television system 100 can also be implemented in numerous configurations. For example, TV 104 can have the functionality of set-top box 106 contained internally. TV 104 can also be a computing device, which can display television signals. Furthermore, the functionality of integration platform architecture 110 can be separate processing units or hardware and/or software modules operating within set-top box 106.

Please replace paragraph [0037] with the following amended paragraph:

[0037] In another embodiment, the trigger may include readable description of content such as, for example, "press the browse button for more information about the product being advertised," which can be displayed on TV 104 by set-top box 106. The trigger can also include JavaScript code. For example, the trigger can be used to execute another piece of JavaScript code within [[an]] a webpage. The trigger can also be used for other purposes such as synchronization of enhanced content with specific broadcast content. For example, the trigger can be used to integrate enhanced content 510 when commercial 520 is being broadcasted.